

## HIDDEN IDENTIFICATION

### ABSTRACT OF THE DISCLOSURE

One or more embodiments of the invention provide a method, apparatus, and article of  
5 manufacture for limiting unauthorized access to digital services. A hidden non-modifiable  
identification number is embedded into a nonvolatile memory component. The nonvolatile  
memory component is used to contain state information to provide desired functionality and  
enforce one or more security policies for accessing the digital services. Also, the hidden number  
uniquely identifies a device containing the nonvolatile memory component and access to the  
10 digital services is based on access rights associated with the hidden number. Once embedded,  
access to the nonvolatile memory component is isolated such that access to the identification  
number is limited to a fixed state custom logic block, the nonvolatile memory component is  
protected from modification such that it is read only, and the nonvolatile memory component is  
not directly accessible via a system bus.

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